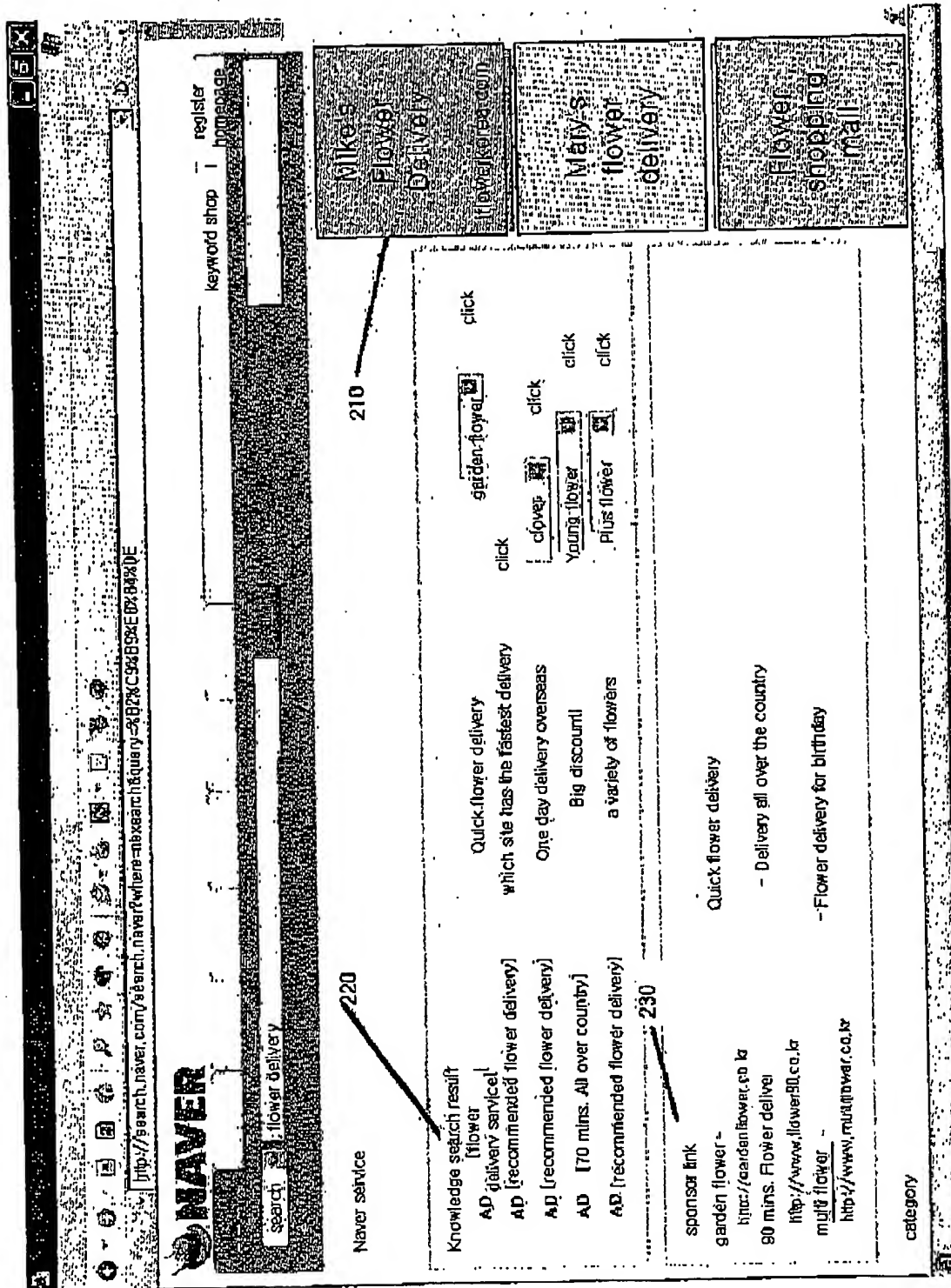


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FIG. 1a

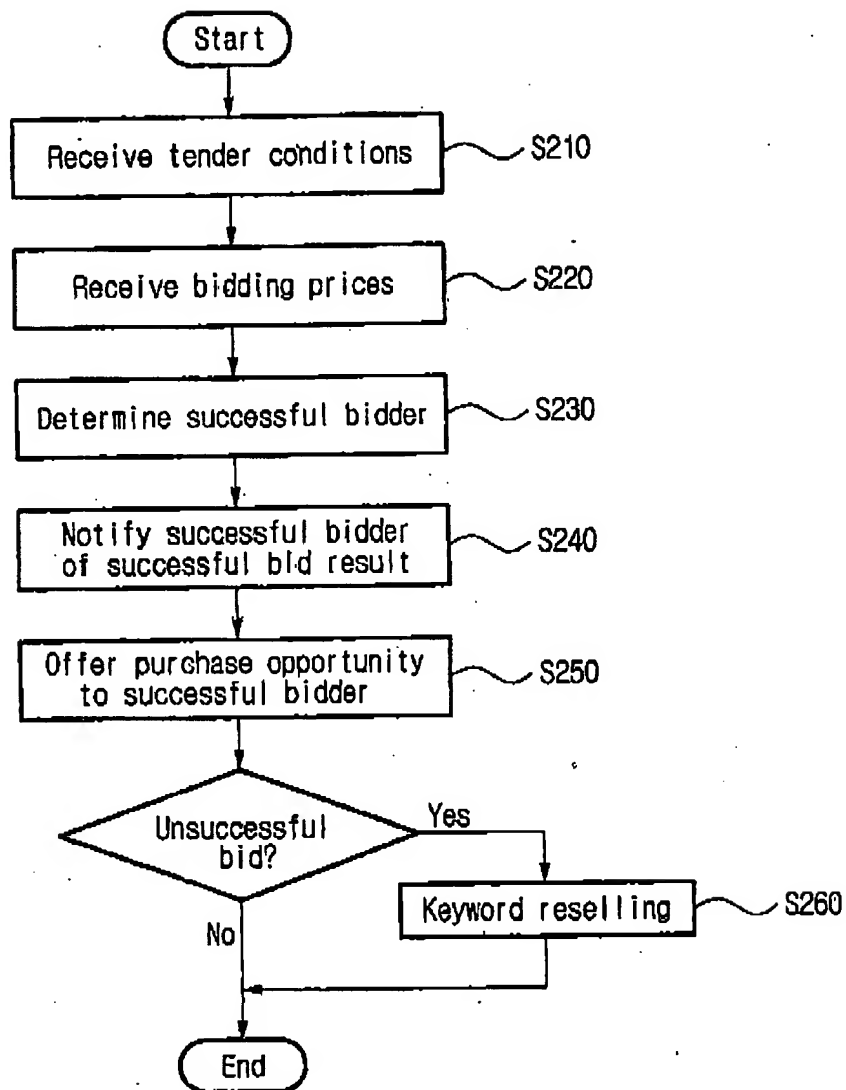


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FIG. 2



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FIG. 3

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

Keyword search/select Join & login as ad applicant Register Ad. material Input ad. Applicant's info pay finished

1. Ask keyword ad.
2. keyword ad. area
 Keyword banner
 Question guide
 Sponsor link
 Directory banner
3. Cont system
4. Rule of making ad.
 banner
 Question guide
 Sponsor link
5. Criterion of re-registering ad.
 common
 adult
6. Ad. FAQ/Ask
 banner
 Question guide
 Sponsor link
 Premium keyword
 Keyword bidding
7. Keyword bidding board
8. Mail for asking ad.
9. Manage keyword ad.

input

Adult goods

What's premium Keyword?
It's Famous for high ad. Effect and has particular cool system
Premium Keyword : ? icon, and can be varied every month is displayed with

Question guide

Current time 19:10:26

Keyword	State	Contract period	Start date	End date	Current price	Max price
1. Adult goods bidding	now bidding	02-11-19 ~ 02-12-17	02-11-19	02-12-17	\$2,860	\$3,432
2. Adult goods	finished	02-11-29 ~ 02-12-28	02-11-29	02-12-28	\$2,860	\$3,169
3. Adult goods	Can buy				\$2,420	\$2,904
4. Adult goods	Can buy				\$2,420	\$2,904
5. Adult goods	finished	02-12-05 ~ 02-01-06	02-12-05	02-01-06	\$2,200	\$2,840

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FIG. 4

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

1. Ask keyword ad.

2. keyword ad. area

- Keyword banner
- Question guide
- Sponsor link
- Directory banner

3. Cont system

4. Rule of making ad.

- banner
- Question guide
- Sponsor link

5. Criterion of registering ad.

- common
- adult

6. Ad. FAQ/Ask banner

- Question guide
- Sponsor link
- premium keyword
- keyword bidding

7. Keyword bidding board

8. Mail for asking ad.

9. Manage keyword ad.

Before bidding

- Beginning bidding price follow cost system of common keyword.
- To prevent a plurality of bidding prices with the same price, bidding prices in the unit of Won (in Korean monetary unit).
- last 3 digits in the bidding price cannot be '000'.
- Ex) 123400(X) 123,456(O)
- A provider proposing the highest bidding price is determined as a successful bidder.
- If a plurality of same bidding prices are present, it is determined based on a first-come first-served system.
- Bidding price is for monthly contract, and VAT is not included.

Keyword : adult Ad. Goods : question guide No.1 Current time : 2002-12-12 19:21:43

Ad. Goods	KS20021212026	Ad. Goods	37,537 #
Bidding price	2002-12-13 20:00:00	Bidding price	\$3,500
Bidding time	00 hour 38 min.		
Bidding person	1 person		

ad. 10n et

3,500 \$ (monthly)

Process of bidding

- Need help about premium keyword? info on premium keyword

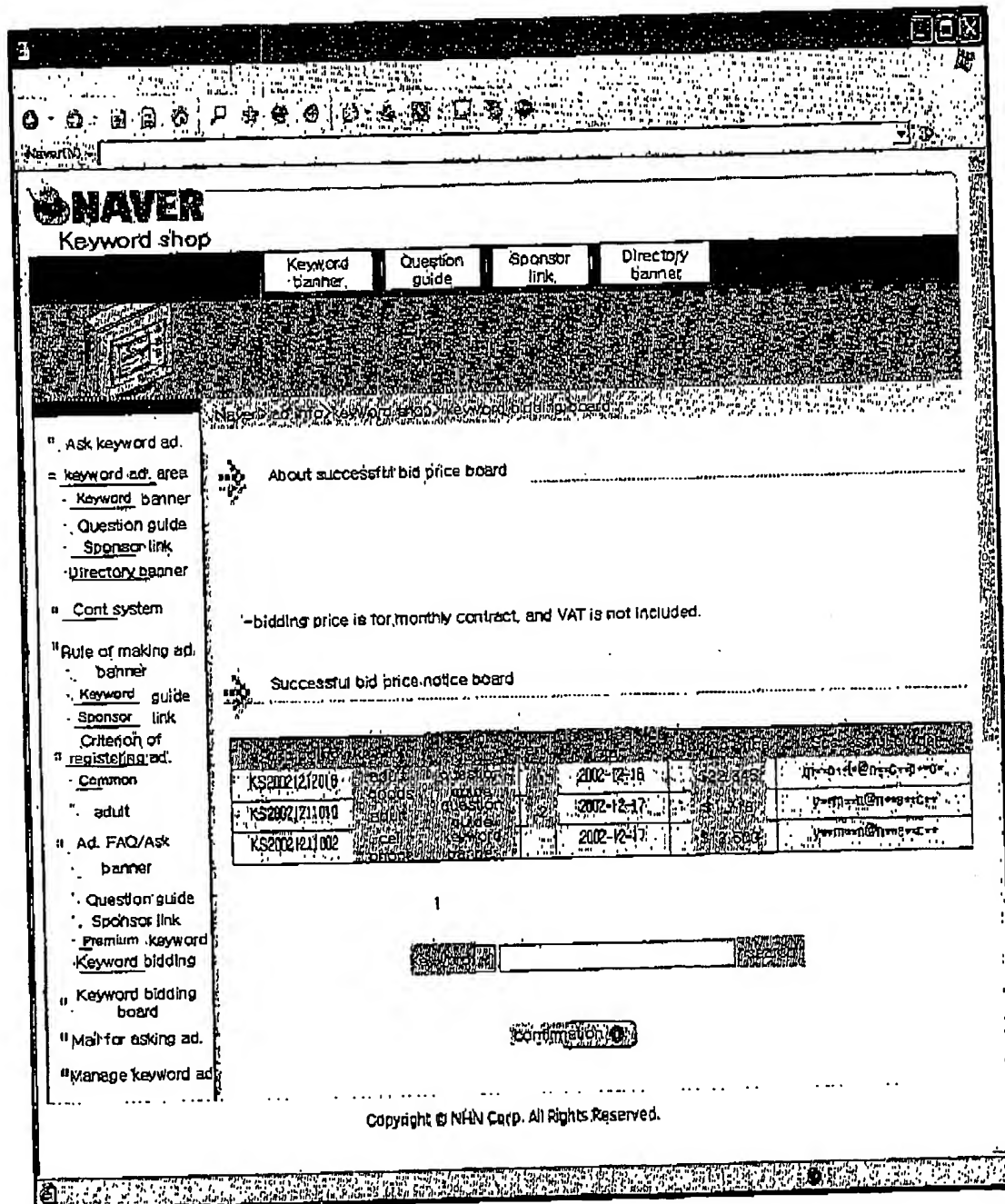
- Need help about process of bidding? info on keyword bidding

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FIG. 5



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FIG. 6

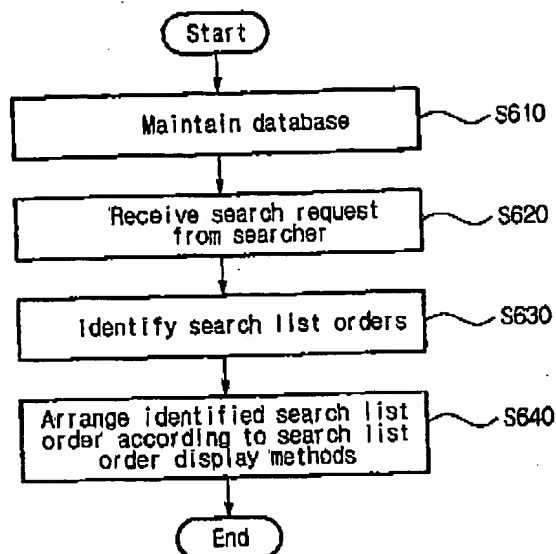
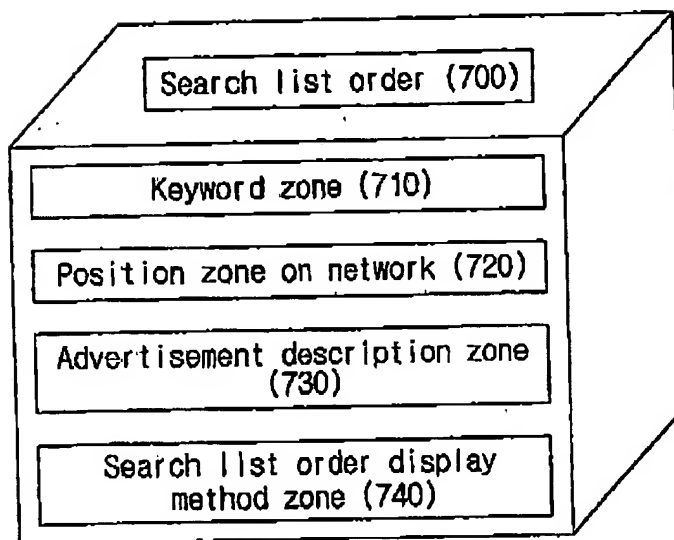


FIG. 7



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FIG. 8

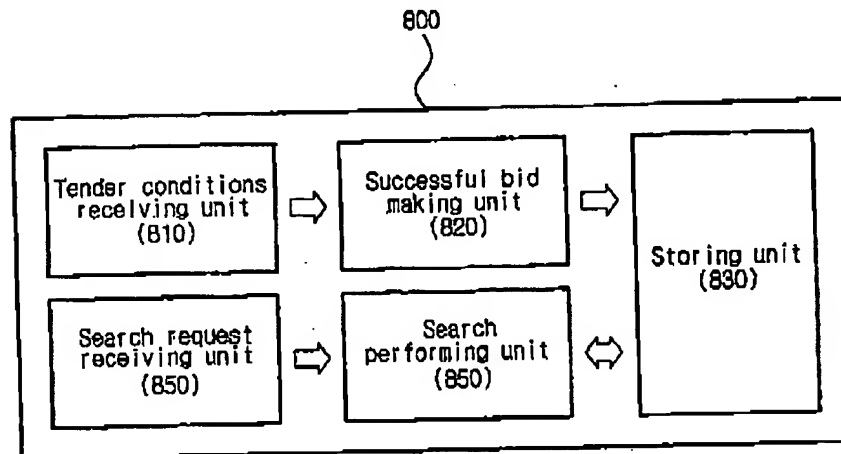
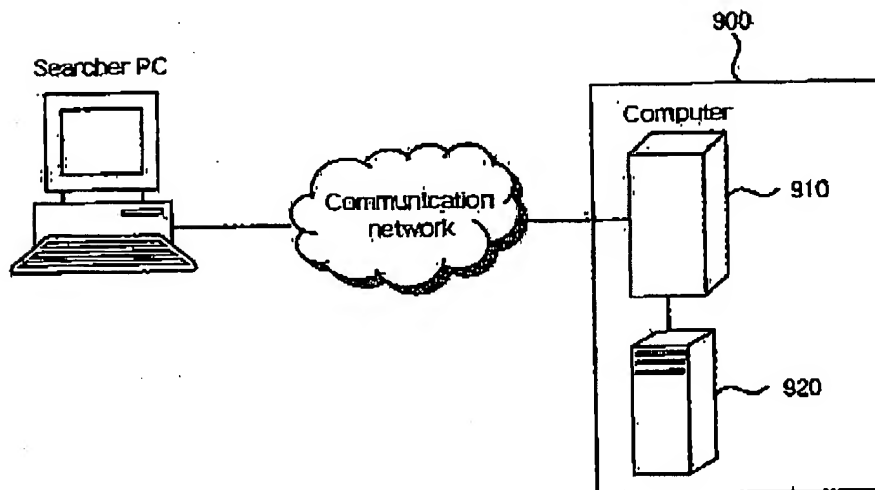


FIG. 9



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FIG. 10a

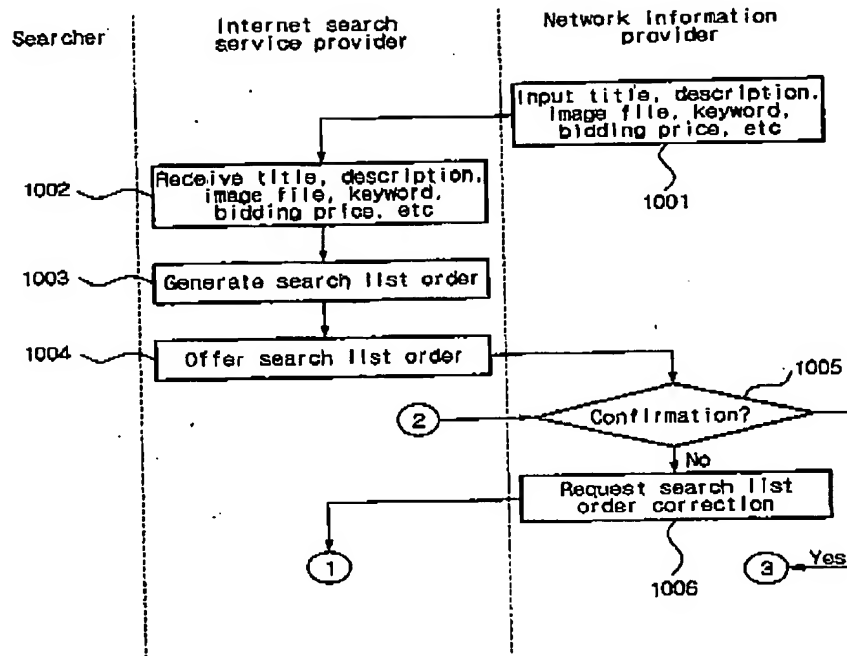
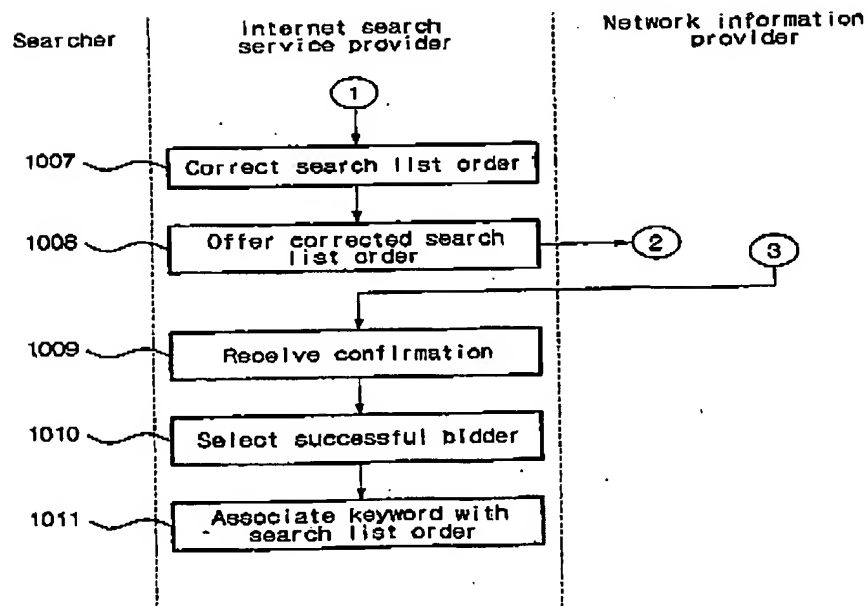


FIG. 10b

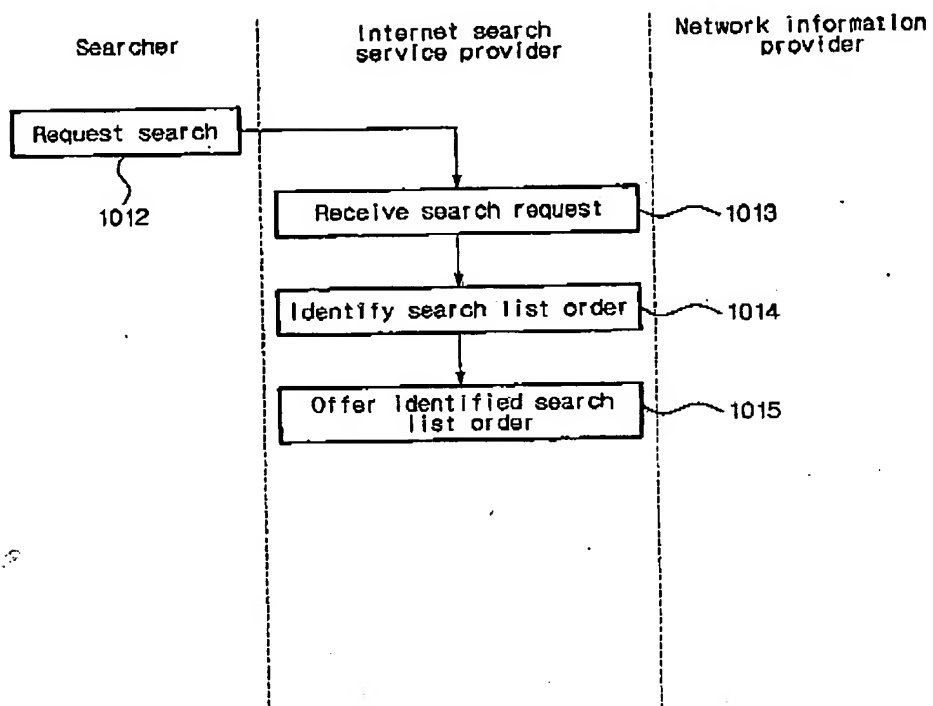


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FIG. 10c



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FIG. 11

The screenshot shows a Naver search results page for the query 'flower delivery'. The page includes a search bar with the text 'flower delivery', a 'keyword shop' link, and a 'register homepage' link. Below the search bar, the 'Naver service' section is visible. The 'Knowledge search result' section lists several advertisements for flower delivery services, including 'Quick flower delivery', 'One day delivery overseas', and 'Young flower'. To the right of the search results, there are three vertical banners for 'Mike's Flower Delivery', 'Mary's flower delivery', and 'Flower shopping mall'. At the bottom, there is a 'sponsor link' section with links to 'garden flower', 'flower fragrance flower-delivery all over the country', and 'multiflower'. Below the sponsor links, there are three more banners for 'D.s flower', 'T.a flower', and 'Echo flower', each with a phone number and a brief description of their services.

NAVER

keyword shop register homepage

search flower delivery

Naver service

Knowledge search result

AD [flower delivery service] Quick flower delivery garden flower click

AD [recommended flower delivery] which site has the fastest delivery click

AD [recommended flower delivery] One day delivery overseas flower click

AD [70 mins. All over country] Big discount! Young flower click

AD [recommended flower delivery] a variety of flowers Plus flower click

Seoul, ~

sponsor link

garden flower - quick flower delivery
http://gardenflower.co.kr

flower fragrance flower-delivery all over the country
http://www.f1flower.co.kr

multiflower - flower delivery for birthday
http://www.multiflower.co.kr

D.s flower - 24 hour service
Recommended goods / flower basket
Service / credit card can be taken
Seoul, ~

T.a flower - have all kind of flower
Company introduction / f.d service all over Seoul
Good / flower basket
Seoul, ~

Echo flower [map] - quick flower delivery
Info. On goods / beautiful flower design
Service / good service
Seoul, kangnam gu

Mike's Flower Delivery
Flower Korea.com

Mary's flower delivery

Flower shopping mall

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FIG. 12

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Price pro Directory banner

Ask keyword ad Register Ad. in details

Keyword ad. area
Keyword banner
Question guide
Sponsor link
Plus Pro

Directory banner
Cont. system
Rule of keyword ad. banner
Question guide
Sponsor link
Plus Pro

Optional registering ad. banner
Ad. FAQ/Ask banner
Question guide
Sponsor link
Plus Pro

Premium keyword
Keyword bidding board
Mail for asking ad
Manage keyword ad.

Example of Plus Pro

Image	Home page title	About home page
	Lucky Puzzle	Special mileage service
Special feature: always providing service		Additional info.
Service of the establishment goods whenever you play game		Contact info.
Tel 02-1234-5678, Kangnam-gu, Seoul		2507635

Combo box contents

Company Info.
Item Info
Recommended item
Menu

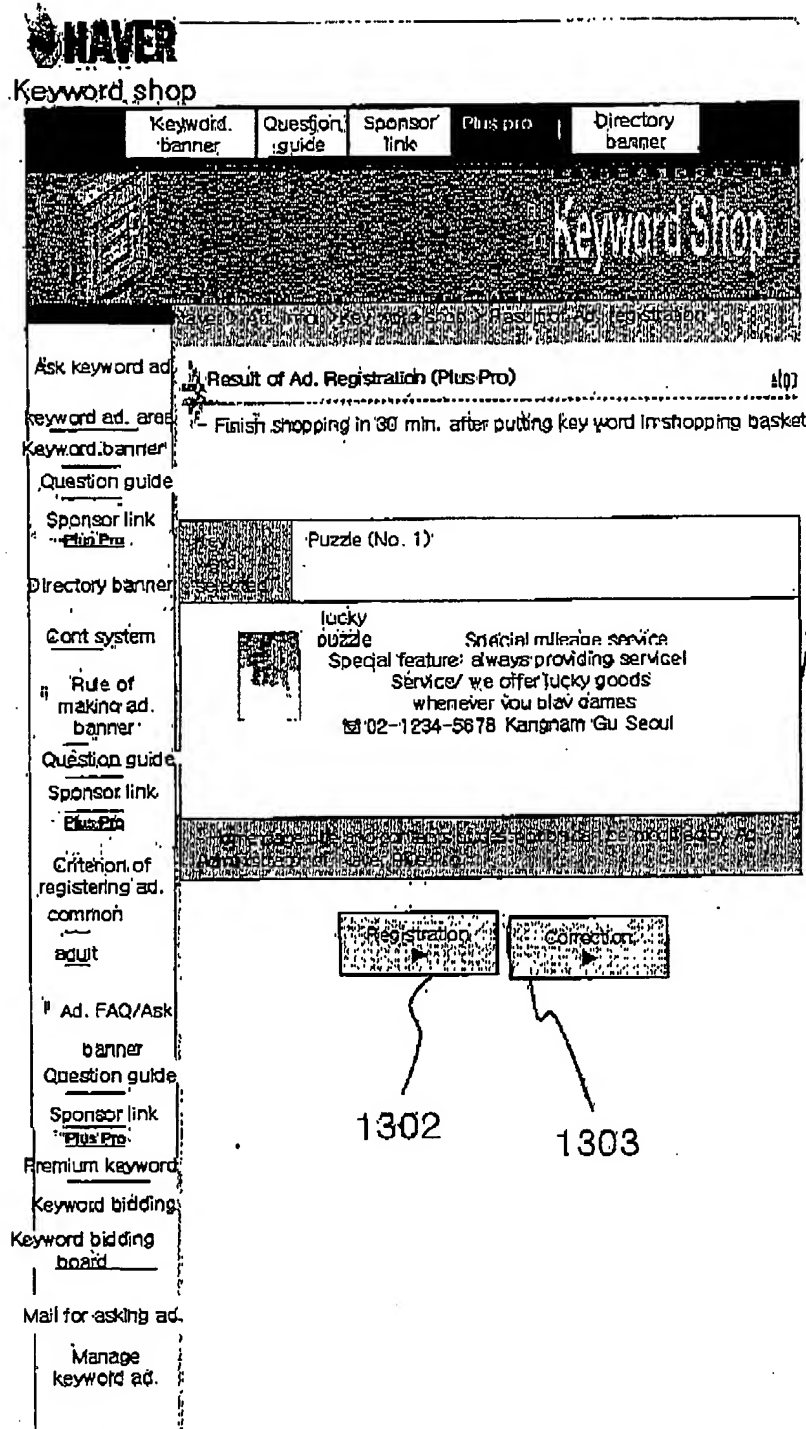
1201
1202
1203
1204
1205
1206
1207
1208

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FIG. 13



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FIG. 14

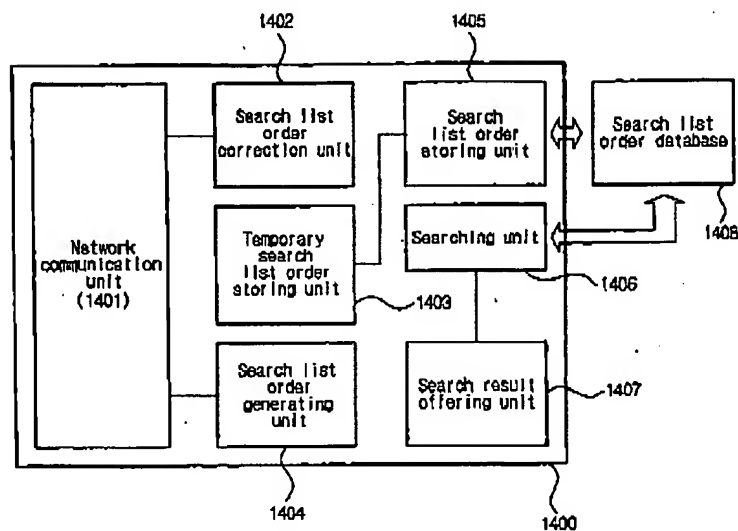
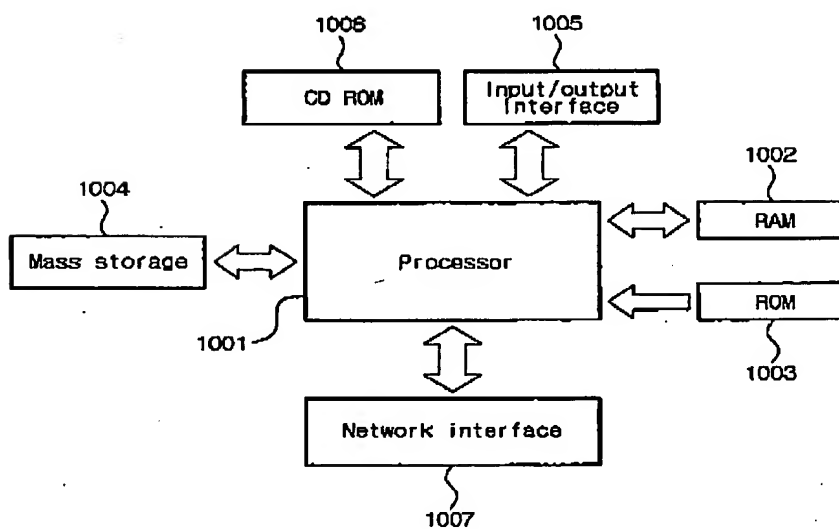


FIG. 15



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FIG. 16

